

Analysis of the Influence of Big Five Personality Traits (Ocean) on Behavior Intention to Listen Radio Services

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ABSTRACT

Conventional radio remains the primary choice for a significant number of radio listeners in Indonesia. However, the use of conventional radio has experienced a decline in recent years. One of the factors contributing to the decrease in radio listenership is programming that does not align with the audience segments. This can occur due to a lack of understanding within the radio industry regarding the characteristics of listeners and their preferences, especially in psychological aspects. A commonly used approach in the professional world is the Big Five Personality Traits. This research investigates the influence of Big Five Personality Traits on the Behavioral Intention to Listen to Radio. A quantitative approach involving 300 radio listeners as respondents was employed. Structural Equation Modeling (SEM), assisted by SmartPLS, was utilized to analyze the data in this research. The findings indicate that Big Five Personality Traits have a positive influence on the behavioral intention to listen to radio services.

INTRODUCTION

Radio is a very effective means of mass communication for the public with its wide coverage and its ability to convey information instantly. Radio can be accessed through two types of services, namely conventional radio and streaming radio. Conventional radio is a radio that uses radio frequencies to broadcast broadcasts, while streaming radio is a radio that uses the internet as its broadcasting medium. Both types of services have specific advantages and disadvantages. (Daradinanti, 2022)

Conventional radio is still the main choice for most radio listeners in Indonesia. However, the use of conventional radio has declined in recent years. According to Kusnandar in 2019, only 13% of people still listen to radio. Then the Central Statistics Agency (BPS) said that the Indonesian population listened to radio only 9.85%. As shown in Figure 1.1, the figure also decreased compared to the previous three years which was 12.73%. (BPS, 2021).

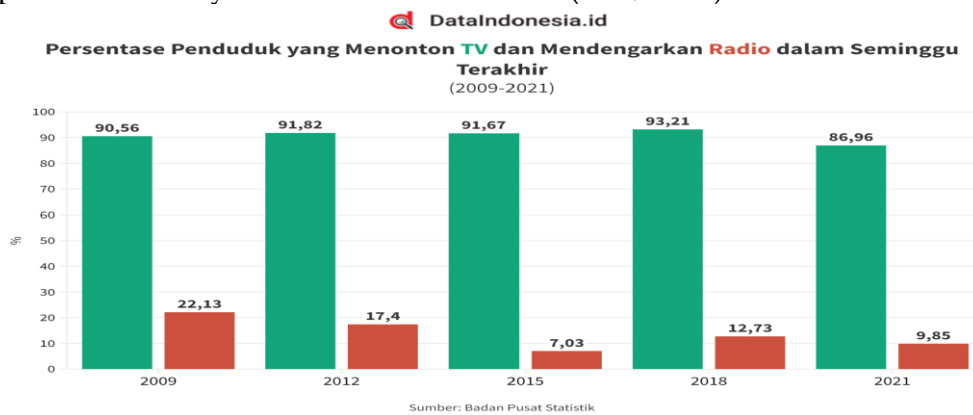


Figure 1. Percentage of Total Radio Listeners

Source: BPS, 2021

The researcher also obtained data at the place where the researcher worked, namely on the Kompas Gramedia Radio Network which consisted of Sonora FM, Motion FM and Smart FM. The decline in the number of listeners on Kompas Gramedia Radio Network in the first quarter to the second quarter is quite significant as shown in Figure 1.2. The data obtained by the researchers shows that Motion FM has decreased by 7%, while Smart FM has experienced a much more drastic decline, reaching 63%. (Nielsen, 2023).

The main reason why people listen to radio is for entertainment. This is supported by data showing that 56% of people listen to music on the radio (Ratnasari et al, 2016). Although music programs are still the most preferred radio program by listeners, information-related broadcasts, such as religious lectures, news, traffic are also quite in demand. This shows that radio listeners, who are mostly workers and students, need information about traffic to avoid congestion. (Ratnasari et al, 2016).



Figure 2. Percentage of the Number of Listeners of Kompas Gramedia Radio Network

Source: Nielsen, 2023

According to Rachmawati & Subhan Afifi (2021), the radio industry must be able to adapt to the rapidly changing digital environment. Radio innovation offers many different formats and services as well as broadcasting styles, such as live streaming, talk shows, podcasts, and more varied music programs. This allows listeners to choose broadcasts that suit their interests and needs as part of radio's efforts to take advantage of technology in the digital age, in accordance with the research of Mohamed & Wok (2020) and Kotsakis & Dimoulas, (2022) the need for innovative program content and service quality in order to attract the wider use of radio by forming programs that can exceed the expectations of listeners.

Various efforts can be made to maintain and increase the number of listeners. For example, by giving giveaways on social media, interactive quizzes, and creating content that is relevant to certain segments of listeners. This supports Innayah et al. (2016) who stated that one of the factors that makes the decline in radio listeners is programs that do not fit the listener segment. This can happen due to the radio industry's lack of understanding of listeners' characteristics and preferences. The characteristics referred to here are not just demographic factors, such as age, gender, occupation, but should include broader aspects, such as psychological aspects. Understanding listener characteristics will ultimately help the radio industry in developing appropriate programming. In addition, listener satisfaction with radio programs can also affect the number of listeners (Putra, 2015).

LITERATURE REVIEW

Conventional Radio

Radio is a signal transmission technology that combines information into electromagnetic waves and emits it in the form of radiation. These waves can propagate through the air or through spaces where there is no carrier such as air molecules.

The history of radio shows technological developments in the manufacture of radio communication devices that use radio waves. In the early stages, radio broadcast transmission is carried out through continuous waves that can be regulated using analog methods, namely amplitude modulation (AM) or frequency modulation (FM). When digital signals and the internet were

invented, the transmission of radio signals underwent major changes due to technological advances (Sawyer & Williams, 2001).

Radio Streaming

The development of internet and media digitalization makes it easier for people to access mass media for various purposes, such as seeking information, obtaining entertainment, and expressing opinions in public spaces. Radio is a type of mass media that has developed in the internet era using digital technology. New technological developments have expanded radio's ability to reach a wider audience (Rachmawati & Subhan Afifi, 2021).

Personality traits

According to Diener & Lucas (2020), personality traits reflect a person's typical thoughts, feelings, and behaviors. They say that personality traits can provide an understanding of an individual's consistency and stability, such as for example a person who scores high in extraversion, who tends to socialize in a variety of different situations and times (Diener & Lucas, 2020). The basis of thinking from the concept of personality traits is that individuals have different basic dimensions that can survive over time and apply in various situations (Diener & Lucas, 2020).

Openness

Radio listeners with high openness often have an imaginative and insightful nature. This is in line with the definition that openness includes a high level of openness to various interests, curiosity, motivation to learn something new, as well as an interest in experience and creativity (Cherry, 2022).

Conscientiousness

A personality that can also affect their hearing decisions is conscientiousness. Radio listeners who have a high level of conscientiousness tend to be attentive, neat, and have good self-control. Conscientiousness, as described by Cherry (2022), reflects an individual who is organized, meticulous in his attention to detail, and thinks about future plans. They also tend to consider how their actions might affect others and always adhere to time limits.

Extraversion

Extraversion characterizes individuals who have a tendency to be joyful, have a high social spirit, are assertive, are conversational, and are expressive. This concept is in line with the view expressed by Cherry (2022), who describes extroverted individuals as outgoing individuals who derive energy from social interaction. They tend to be excited and energetic when around others and can easily interact.

Agreeableness

Agreeableness is a personality trait that is often described as the characteristic of a person who has good qualities, trust, and affection for others. According to Cherry (2022), individuals with a high level of agreeableness tend

to be cooperative in social interactions. They show great interest, have a strong sense of empathy, and care about the well-being of others. They are also motivated to help and contribute to others in difficult situations. On the other hand, low agreeableness tends to be less caring and less interested in the needs or feelings of others. They may have no desire to help people in difficult situations, tend to be underestimating and focus more on their personal interests.

Research Gaps

This study fills the gap in the literature by exploring previously uncovered aspects, namely the impact of personality traits on behavioral intention to listen. Previous research conducted by Yu lin et al in 2021 discussed the influence of personality traits on live streaming habits, then another study discussed the influence of personality traits on habits in managing their finances (Ozer, 2019). There has been no research that has specifically explored the relationship between personality characteristics and behavioral intentions to listen.

Conceptual Framework

Based on the formulation of the problem and the research objectives presented in the previous section, this study examines and analyzes the influence of Personality traits on Behavior intention to listen to Radio Service, as visualized in Figure 2.2).

Previous research has shown personality traits that affect various behavior intentions, but until now there has been no research on the influence of personality traits on behavior intention to listen to radio. Then research that discusses the radio industry is also still rare in Indonesia. Previous research has shown that the factors that affect intention to listen, but the study does not discuss personality traits and the study only focuses on one specific radio and does not discuss the industry side (Mohamed & Wok, 2020). The researcher also modified each existing variable from the previous study with a theoretical review so that the results of this study were able to provide new insights into the influence of personality traits on behavior intention to listen on Radio services. Therefore, this study aims to fill the knowledge gap that has not been discussed in previous research.

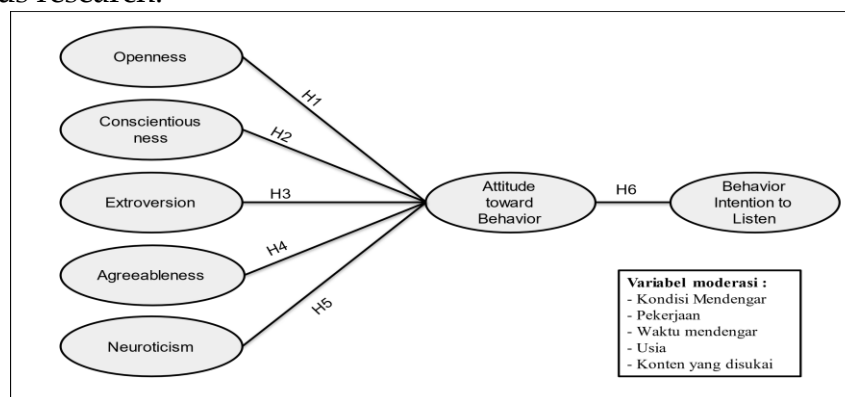


Figure 3. Conceptual Framework of Research

Source: Researcher Data (2023)

METHODOLOGY

Research Object

The object of the research is a concept that has different values, scores, sizes, or double values for different units or individuals (Sugiyono, 2022), where the object of this research is respondents from various generations ranging from generation X, Millennials and generation Z with variables of personality traits and attitude toward behavior that affect behavior intention to listen to radio service, including: Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism, Attitude toward behavior, which were obtained from the results of the study based on the findings of other researchers who had similar variables and analyzed the indicators to be made through questionnaires distributed to respondents which were then analyzed for their influence on behavioral intention to listen to radio services.

Population and Sample

According to Roflin, E (2021), population can be defined as people who are the subject of research or people who have characteristics to be studied. Therefore, the target population of this study is radio listeners in Indonesia.

Samples, as explained by Sugiyono (2018), are part of the number and characteristics possessed by the population. The sample taken from such a population must be truly representative and capable of representing the overall characteristics of the population being studied. Based on the above concept, the sampling unit criteria in this research are as follows:

1. Male and female radio listeners
2. Age 16 - 60 years old

The sampling technique of this study is non-probability sampling, where the sampling unit is selected based on the researcher's personal assessment and the probability of each element is unknown. In this context, the Judgment Sampling technique is used because the researcher has set certain criteria to select a sample that can be a respondent in this study.

The sample size is determined by the number of statement items or measurement items in the research questionnaire. Hair et al. (2014) classify the standards that must be met in determining the minimum sample count. For this study, the sample size used was 300 respondents. The selection of this sample size was based on a significance level of 5%, a minimum R^2 value of 0.10, and the maximum number of arrows leading to the variable as many as 4, in accordance with the recommendations of Cohen (1992) as presented in the paper Hair, Hult, Ringle, & Sarstedt (2014).

RESEARCH RESULT

Descriptive Analysis

In this study, data processing using SmartPLS 3 produced a descriptive statistical analysis that included the mean value (mean), median value, and minimum and maximum value. Table 4.1 presents a summary of these statistics as a reference for further understanding.

Table 1. Descriptive Analysis Results

No	Variabel	Code	Mean	Median	Min	Max	Standard Deviation
1	<i>Openness</i>	ON1	3.857	4.000	2.000	5.000	0.723
		ON2	4.267	4.000	2.000	5.000	0.670
		ON3	3.893	4.000	2.000	5.000	0.694
		ON4	3.833	4.000	2.000	5.000	0.716
2	<i>Conscientiousness</i>	CN1	3.947	4.000	1.000	5.000	0.724
		CN2	4.070	4.000	1.000	5.000	0.677
		CN3	4.010	4.000	1.000	5.000	0.723
		CN4	3.973	4.000	1.000	5.000	0.673
		CN5	4.010	4.000	1.000	5.000	0.714
3	<i>Extraversion</i>	EV1	3.980	4.000	1.000	5.000	0.761
		EV2	4.070	4.000	1.000	5.000	0.765
		EV3	3.740	4.000	1.000	5.000	0.791
		EV4	3.930	4.000	1.000	5.000	0.778
4	<i>Agreeableness</i>	AN1	4.150	4.000	1.000	5.000	0.664
		AN2	3.917	4.000	1.000	5.000	0.810
		AN3	3.937	4.000	2.000	5.000	0.757
		AN4	3.980	4.000	1.000	5.000	0.702
5	<i>Neuroticism</i>	NT1	3.663	4.000	1.000	5.000	0.794
		NT2	2.927	4.000	1.000	5.000	0.994
		NT3	3.337	4.000	1.000	5.000	0.858
		NT4	3.000	4.000	1.000	5.000	0.917
6	<i>Attitude toward behavior</i>	ATB1	4.157	4.000	1.000	5.000	0.677
		ATB2	3.893	4.000	2.000	5.000	0.732
		ATB3	4.100	4.000	2.000	5.000	0.624
		ATB4	4.280	4.000	2.000	5.000	0.644
		ATB5	4.213	4.000	1.000	5.000	0.664
		ATB6	3.993	4.000	1.000	5.000	0.757
6	<i>Behavior intention to listen</i>	CAR1	4.007	4.000	1.000	5.000	0.783
		CAR2	3.747	4.000	1.000	5.000	0.862
		CAR3	3.667	4.000	1.000	5.000	0.858
		CAR4	3.750	4.000	1.000	5.000	0.841
		CAR5	4.010	4.000	1.000	5.000	0.700

Source : Processed Researcher (2023)

Table 1, it can be seen that some indicators have a minimum value of 1, showing that some respondents chose "strongly disagree" answers to some indicators. All indicators have a maximum value of 5, indicating that there are respondents who choose the answer "strongly agree". The median value for all measurement indicators is 4, reflecting the data distribution center at a high level of agree. The results of descriptive statistical analysis revealed that the NT2 indicator on the Neuroticism variable with the statement "I am a relaxed person and can handle stress well" had the lowest mean value, which was 2,927, while the ATB4 indicator on the Attitude toward behavior variable with the statement "Listening to the radio is useful for adding information" had the highest mean value with a value of 4,280.

Test Instruments (Outer Model)

The analysis of respondent data that has been processed using SmartPLS 3 produces the results of the analysis of the measurement model, known as the

outer model. According to Hair et al. (2014), the purpose of this analysis is to test the relationship between indicators and latent variables. Instrument tests on the outer model are carried out through two stages of testing, namely validity tests and reliability tests.

Convergent Validity

Convergent Validity can be assessed through the results of outer loading and Average Variance Extracted (AVE) on each measurement indicator. The assessment of the validity indicator can be carried out using the outer loading value, where a value greater than 0.70 indicates that the indicator can be considered adequate. Meanwhile, the Average Variance Extracted (AVE) value is considered to meet the minimum criteria if it is greater than 0.50. In cases where there is an outer loading value below 0.70, the indicator is still acceptable provided that the outer loading value is at least greater than 0.40 and the AVE value is more than 0.50, so that the variable can still be considered valid (Hair et al., 2022). Table 4.2 presents the results of convergent validity processing from this study.

Table 2. Convergent Validity Results

No	Variabel	Code	Description	Outer Loadings	Average Variance Extracted (AVE)
1	<i>Openness</i>	ON1	Creative people	0.846	0.656
		ON2	Curious about things	0.744	
		ON3	Creative thinking	0.832	
		ON4	Often Imagining	0.814	
2	<i>Conscientiousness</i>	CN1	Conscientious people	0.762	0.613
		CN2	Careless people	0.731	
		CN3	Reliable	0.835	
		CN4	Less organized	0.822	
		CN5	Slacker	0.761	
3	<i>Extraversion</i>	EV1	Talkative	0.843	0.600
		EV2	Shy	0.751	
		EV3	Energetic	0.654	
		EV4	Animator	0.836	
4	<i>Agreeableness</i>	AN1	Likes to find fault	0.834	0.558
		AN2	Likes to help	0.634	
		AN3	Start a fight	0.754	
		AN4	Easy to forgive	0.753	
5	<i>Neuroticism</i>	NT1	Likes to feel sad	0.736	0.495
		NT2	Laid-back people	0.636	
		NT3	Feeling tense	0.726	
		NT4	Anxious and worried	0.711	
6	<i>Attitude toward behavior</i>	ATB1	Hearing the radio is a positive thing	0.865	0.724
		ATB2	Listening to smart action radio	0.789	
		ATB3	Listening to the radio is fun	0.896	
		ATB4	Listening to radio is useful	0.848	

		ATB5	Listening to the radio provides entertainment	0.873	
		ATB6	Listening to the radio gives satisfaction in itself	0.831	
6	<i>Behavior intention to listen</i>	CAR1	Intention to listen to the radio	0.898	0.794
		CAR2	Use your free time to listen to the radio	0.869	
		CAR3	Plan to continue listening to the radio	0.906	
		CAR4	If I had a radio around, I'd hear the radio	0.893	
		CAR5	Interested in listening to the radio	0.891	

Source : Processed Researcher (2023)

Based on the convergent validity analysis of the presented table, it can be concluded that all measurement indicators show an outer loading value above 0.40 and an AVE value greater than 0.50. The indicator with the lowest outer loading value is AN2, reaching 0.634, while the indicator with the highest outer loading value is BIL3, with a value of 0.906. The Neuroticism variable had the lowest AVE value, which was 0.495, while the Behavior intention to listen variable had the highest AVE value, reaching 0.794. The results of this calculation show that all variables and indicators meet the validity criteria, validating the use of data in subsequent tests.

Discriminant Validity

Discriminant validity testing involves analyzing the correlation between the indicator and its variables, which is reflected in the cross loading values, as well as through the measurement of the Fornell-Larcker Criterion and HTMT (Heterotrait Monotrait Ratio). The results of data processing for cross loading, Fornell-Larcker Criterion, and HTMT in this study can be seen in Table 4.3, Table 4.4, and Table 4.5.

Table 3. Cross Loading Results

Measurement Indicators	ON	CN	EV	AN	NT	ATB	CAR
ON1	0.846	0.396	0.458	0.41	0.294	0.300	0.291
ON2	0.744	0.385	0.495	0.459	0.239	0.333	0.244
ON3	0.832	0.457	0.383	0.388	0.333	0.340	0.307
ON4	0.814	0.446	0.478	0.452	0.382	0.308	0.325
CN1	0.420	0.762	0.407	0.348	0.328	0.343	0.320
CN2	0.450	0.731	0.362	0.342	0.229	0.367	0.336
CN3	0.393	0.835	0.472	0.428	0.338	0.353	0.307
CN4	0.388	0.822	0.511	0.400	0.319	0.334	0.303
CN5	0.381	0.761	0.550	0.416	0.328	0.336	0.302
EV1	0.499	0.559	0.843	0.550	0.333	0.402	0.330
EV2	0.355	0.370	0.751	0.562	0.131	0.312	0.249
EV3	0.386	0.447	0.654	0.365	0.393	0.269	0.243
EV4	0.480	0.437	0.836	0.601	0.312	0.399	0.368

AN1	0.434	0.412	0.521	0.834	0.266	0.412	0.343
AN2	0.350	0.218	0.396	0.634	0.321	0.186	0.155
AN3	0.374	0.324	0.523	0.754	0.269	0.307	0.258
AN4	0.420	0.470	0.574	0.753	0.290	0.329	0.374
NT1	0.382	0.361	0.358	0.416	0.736	0.268	0.246
NT2	0.164	0.214	0.148	0.093	0.636	0.165	0.157
NT3	0.291	0.344	0.313	0.322	0.726	0.227	0.147
NT4	0.199	0.151	0.186	0.132	0.711	0.208	0.138
ATB1	0.349	0.427	0.393	0.340	0.279	0.865	0.595
ATB2	0.418	0.387	0.445	0.384	0.280	0.789	0.587
ATB3	0.345	0.364	0.415	0.438	0.296	0.896	0.694
ATB4	0.333	0.410	0.407	0.374	0.274	0.848	0.627
ATB5	0.294	0.357	0.349	0.359	0.278	0.873	0.657
ATB6	0.291	0.324	0.302	0.307	0.202	0.831	0.671
CAR1	0.319	0.344	0.361	0.380	0.237	0.733	0.898
CAR2	0.288	0.358	0.346	0.325	0.247	0.639	0.869
CAR3	0.332	0.387	0.353	0.335	0.217	0.624	0.906
CAR4	0.323	0.326	0.317	0.318	0.190	0.621	0.893
CAR5	0.341	0.373	0.359	0.396	0.222	0.713	0.891

Source : Processed Researcher (2023)

Hair found that an indicator in a research model is considered to have a good level of discriminant validity if the cross-loading value of the indicator on that variable is higher than the correlation value of other variables. This means that every measurement index in this study is considered valid. From Table 4.3, it can be seen that the cross-loading value of all indicator variables is higher than other variables. Therefore, it is concluded that the level of discriminatory validity in this study can be said to be good. (Hair et al., 2014)

Table 4. Fornell-Larcker Criterion Results

Measurement Indicators	AN	ATB	CAR	CN	EV	NT	ON
AN	0.747						
ATB	0.433	0.851					
CAR	0.396	0.751	0.891				
CN	0.494	0.444	0.402	0.783			
EV	0.678	0.453	0.39	0.587	0.775		
NT	0.37	0.315	0.25	0.393	0.374	0.703	
ON	0.529	0.397	0.36	0.521	0.56	0.385	0.810

Source : Researcher Data (2023)

The Fornell-Larcker criterion is also another way to measure discriminant validity by comparing the mean square root of variance (AVE) of each variable and comparing it with the variable correlation with the other variable, which states that it exists. Discriminant validity is said to be good if the root of a variable's AVE is greater than its correlation with other variables. Table 4.4 shows that the square root of AVE of each variable has a higher value than its correlation with the other variables. Therefore, the level of discriminatory validity in this study can be said to be good. (Hair et al., 20114)

Table 5. HTMT Results

Measurement Indicators	AN	ATB	CAR	CN	EV	NT	ON
AN							
ATB	0.496						

CAR	0.45	0.804					
CN	0.601	0.503	0.452				
EV	0.877	0.527	0.451	0.728			
NT	0.502	0.391	0.307	0.507	0.499		
ON	0.673	0.454	0.41	0.623	0.696	0.496	

Source : Researcher Data (2023)

Hair et al. (2021) stated that HTMT is more recommended to be used in evaluating discriminant validity because it can complement the previous two methods. HTMT is the ratio of the average correlation between the measurement items of a variable compared to the geometric multiplication root of the average correlation between measurement items.

Reliability Test

The results of the reliability test provide information on the extent to which the measurement instrument can provide consistent results if used repeatedly. Hair et al. suggest that the reliability test can be seen through Cronbach's Alpha value and the composite reliability of the variables used, where the value of both must be greater than or equal to 0.60 to demonstrate adequate reliability. Table 4.6 presents the results of the reliability test in this study.

Table 6. Reliability Test Results

Variabel	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Openness (ON)	0.824	0.825	0.884
Conscientiousness (CN)	0.842	0.841	0.888
Extraversion (EV)	0.776	0.802	0.856
Agreeableness (AN)	0.741	0.778	0.833
Neuroticism (NT)	0.666	0.925	0.796
Attitude toward behavior (ATB)	0.923	0.925	0.940
Behavior intention to listen (BIL)	0.935	0.938	0.951

Source : Researcher Data (2023)

From the table above, it can be concluded that the Cronbach's Alpha and Composite Reliability values of each variable are above 0.60, according to the criteria described earlier. Therefore, it can be agreed that all variables used in this study are reliable for measurement.

Uji Hypothesis (inner Model)

This analysis was carried out using a full bootstrapping process of 5000 samples, in accordance with the recommendations of Hair et al. (2017), to ensure more accurate significance results.

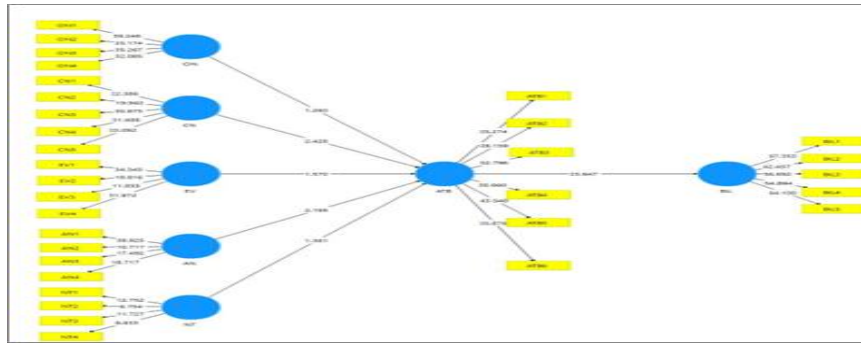


Figure 4. Accurate Significance Results

Collinearity

The collinearity assessment in the structural model has a similar concept to the formative measurement model, namely by considering the value of VIF (Variance Inflation Factor). To avoid symptoms of multicollinearity, the VIF value should be less than 5.0, indicating that the model is free of multicollinearity issues in all predictors of all responses. The collinearity test values can be found in Table 7.

Table 7. Collinearity Test Results

Measurement Indicators	AN	ATB	CAR	CN	EV	NT	ON
AN		2.012					
ATB			1.000				
CAR							
CN		1.726					
EV		2.305					
NT		1.281					
ON		1.699					

Source : Researcher Data (2023)

From Table 7, it can be observed that there is no VIF value between variables that exceeds 5.0, indicating the absence of high correlation or collinearity between variables in this study. The highest VIF value was found in the relationship between the variables Extraversion and Attitude toward behavior, with a value of 2,305. Meanwhile, the lowest VIF value was found in the relationship between the variables Attitude toward behavior and Behavior intention to listen, with a value of 1,000. Thus, the results of the VIF calculation show that all variables do not show symptoms of multicollinearity and can be used in further analysis.

Path Coefficient

Tabel 8. Hasil Path Coefficient

Path	Path Coefficients
AN -> ATB	0.151
ATB -> BIL	0.751
CN -> ATB	0.197
EV -> ATB	0.146
NT -> ATB	0.090
ON -> ATB	0.099
AN -> ATB	0.151

Source : Researcher Data (2023)

The path coefficient has a value between -1 and +1, reflecting the strength of the relationship between variables. From Table 4.8, it can be concluded that all path coefficient values are positive, indicating that each exogenous variable has a positive influence on its endogenous variable on each variable relationship that has been tested. The relationship with the highest level of strength was between the variables Attitude toward behavior (ATB) and Behavior intention to listen (BIL) with a path coefficient value of 0.751. Conversely, the lowest level of relationship occurred between the variables Neuroticism (NT) and Attitude toward behavior (ATB) with a path coefficient value of 0.090.

Coefficient of Determination (R²)

Table 9. Results of the Coefficient of Determination Results of the Coefficient of Determination

Indicators	R ²	R ² Adjusted
ATB	0.286	0.274
BIL	0.564	0.563

Source: Researcher Data (2023)

From Table 9, some information can be obtained. First, the prediction accuracy of the R² model for the Attitude toward behavior variable is 0.286 (low prediction accuracy). Thus, it can be concluded that Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism, and Behavior intention to listen together provide an influence of 28.6%, while the remaining 71.4% is influenced by other factors not included in the research model. Second, the prediction accuracy of the R² model for the Behavior intention to listen variable is 0.564 (moderate prediction accuracy). This shows that Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism, and Attitude toward behavior together have an influence of 56.4%, while the remaining 43.6% is influenced by other factors outside the framework of the research model.

Effect Size (f²)

Table 10. Effect Size Results

Measurement Indicators	AN	ATB	BIL	CN	EV	NT	ON
AN		0.016					
ATB			1.295				
BIL							
CN		0.032					
EV		0.013					
NT		0.009					
ON		0.008					

Sumber: Diolah Penulis (2023)

From Table 10, it can be concluded that the relationship that has the greatest influence is between the Attitude toward behavior variable and the Behavior intention to listen variable, with a value of 1.295. Meanwhile, the relationship that has the least influence is between the Openness and Attitude toward behavior variables, with a value of 0.008.

Predictive Relevance (Q²)

Variabel	Q ²
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<i>Attitude toward behavior</i>	0.201
<i>Behavior intention to listen</i>	0.441

Sumber: Diolah Peneliti (2023)

From Table 11, some information can be drawn. First, the predictive relevance Q2 value for the constructive model of Attitude toward behavior variable is 0.201. Second, the predictive relevance Q2 value for the constructive model of the Behavior intention to listen variable is 0.441. With reference to these values, it can be concluded that the observations in this study are considered good.

Significance Test

Table 12. Hypothesis Test of Direct Effect of Research Model

Hipotesis	Path Coefficients	Original Sample	T Statistics	P Values	Information
H1	ON -> ATB	0.099	1.260	0.104	Rejected
H2	CN -> ATB	0.197	2.428	0.008	Accepted
H3	EV -> ATB	0.146	1.570	0.058	Accepted
H4	AN -> ATB	0.151	2.169	0.015	Accepted
H5	NT -> ATB	0.090	1.361	0.087	Rejected
H6	ATB -> BIL	0.751	23.647	0.000	Accepted

Source : Researcher Data (2023)

From Table 12, some information can be obtained, which is as follows.

- 1) Openness -> Attitude toward behavior has an Original Sample (O) value of 0.099 and a P Values of 0.104 which is greater than 0.05. From these values, it can be concluded that Openness does not have a significant influence, so H1 is rejected.
- 2) Conscientiousness -> Attitude toward behavior has an Original Sample (O) value of 0.197 and a P Values of 0.008 which is smaller than 0.05. From this value, it can be concluded that Conscientiousness has a significant influence, so H2 is accepted.
- 3) Extraversion -> Attitude toward behavior has an Original Sample (O) value of 0.146 and a P Values of 0.058 which is still acceptable because it is close to 0.05. From these values, it can be concluded that Extraversion has a significant influence, so H3 is accepted.
- 4) Agreeableness -> Attitude toward behavior has an Original Sample (O) value of 0.151 and a P Values of 0.015 which is smaller than 0.05. From these values, it can be concluded that Agreeableness has a significant influence, so H4 is accepted.
- 5) Neuroticism -> Attitude toward behavior has an Original Sample (O) value of 0.090 and a P Value of 0.087 which is greater than 0.05. From these values, it can be concluded that Neuroticism does not have a significant effect, so H5 is rejected.
- 6) Attitude toward behavior -> Behavior intention to listen has an Original Sample (O) value of 0.751 and a P Values of 0.000 that is smaller than 0.05. From these values, it can be concluded that Attitude toward behavior has a significant influence, so H6 is accepted.

DISCUSSION

In the process of analyzing or discussing this data, all information from primary and secondary sources is combined with the author's understanding and explanation, forming an interpretation process that produces new understanding. The following is an overview of the output of the hypothesis test results in the study.

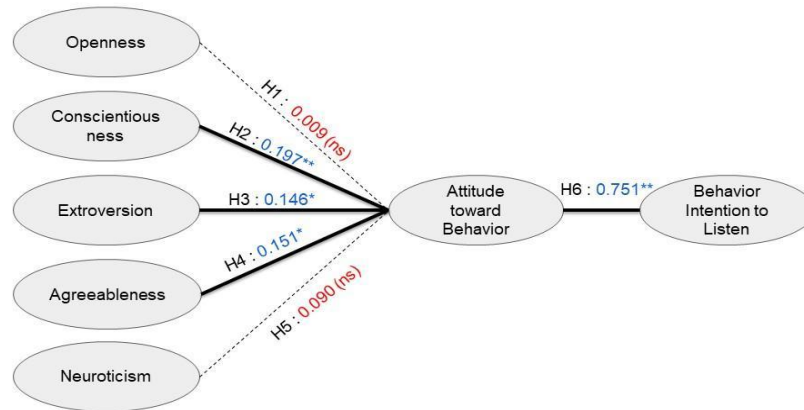


Figure 5. Hypothesis Test Research Output

Source : Researcher Data (2023)

The figures in Figure 4.7 show the significance of the influence of each variable, there are 2 hypotheses with a degree of 99% confidence, namely Conscientiousness towards Attitude toward Behavior with a path coefficient of 0.197 and Attitude toward Behavior towards Behavior Intention to Listen with a path coefficient of 0.751. Then there are 2 hypotheses with a 95% confidence degree, namely in Extraversion to Attitude toward Behavior with a path coefficient of 0.146 and Agreeableness to Attitude toward Behavior path coefficient of 0.151.

The Effect of Openness on Attitude toward behavior

These results are in line with research conducted by Chang (2012) and Van Yperen and Ryan (2013), which also concluded that openness is not a significant predictor of attitude toward behavior. Although Khosravi's (2023) research noted a significant influence between openness and attitude, these results are inconsistent with the findings in Figure 4.6. In the context of radio listening, characteristics of a high level of openness, such as a tendency to pursue new flexible and intellectual factors, may not be directly related to attitudes towards radio listening behavior. Such openness may be more related to a preference for information or a more general form of entertainment, regardless of the specifics of listening to the radio.

Pengaruh Conscientiousness terhadap Attitude toward behavior

In the context of radio listening, high conscientiousness contributes to regular, scheduled, and organized listening behavior. Individuals with high conscientiousness are more likely to allocate their time wisely, including time to listen to the radio as a form of entertainment or source of information. Thus, attitudes toward behaviors related to listening to the radio can be positive

because they correspond to the nature of conscientiousness expressed in their characteristics.

Effect of Extraversion on Attitude toward behavior

These findings are supported by research conducted by Tsai et al. (2019) concluding that extraversion has a positive effect on attitude toward behavior. Extraversion refers to personality types that tend to focus on factors outside of themselves and are affected by the external environment. Individuals with extraversion usually make judgments by taking into account aspects outside themselves (Sadi et al, 2011).

Thus, individuals with extraversion personalities tend to be more open to new experiences and like activities that involve interaction with others and radio is one of the media that can meet these needs.

CONCLUSIONS AND RECOMMENDATIONS

Thus, this research benefits radio stations to create a more personalized listening experience, build stronger connections with listeners, and overall increase their appeal amid increasingly fierce media competition. By focusing on an in-depth understanding of listeners' personalities, radio can become more adaptive and responsive to audience preferences and expectations, which in turn has the potential to increase listener participation and loyalty levels.

While this study provides valuable insights into the influence of personality traits on radio listening behavior, there are some limitations that need to be acknowledged. First, the findings may not be directly generalized to the entire population, given the large variation in the characteristics and preferences of radio listeners. The research methods used, such as surveys or questionnaires, also have potential limitations, such as answer bias or lack of depth in understanding the individual context. In addition, other personality aspects such as neuroticism or openness were not included in the analysis, reducing the completeness of the picture of how personality as a whole affects radio listening behavior. Therefore, future research may consider the use of qualitative methods, involving more complete personality measurements. By addressing these limitations, further research can provide a more in-depth and applicative understanding to guide efforts in improving the radio listening experience and attracting more listeners. In addition, future research should also further explore radio listening behavior with a comparative study approach, for example between regions, and between cultures or countries.

ADVANCED RESEARCH

Future research should combine full personality assessments with qualitative methods and cross-cultural comparisons to better understand listener behavior, enabling more personalized and engaging radio content.

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